

ABSTRACT

A method and system for administering membership of a club, wherein a club administrator maintains a portfolio of a subscriber's clubs including details of each club of which the subscriber is a member, and conveys to a portable subscriber unit details of at least one club for displaying membership certification thereof on a display of the subscriber unit. The club portfolio may be stored in a memory of the portable subscriber unit, which may be a cellular telephone and may include identity data of the registered owner of the portable subscriber unit, including the owner's picture. The memory may be a standalone module adapted for use with a cellular telephone having a suitable interface and the data may be updated by the club administrator so as to ensure that the data is constantly current. In use, the registered owner can display information attesting to his or her membership of a club, thus obviating the need to carry large numbers of club membership cards. In the event of loss, the club administrator or a service provider mediating between the club administrator and the subscriber can disable use of the portable subscriber unit so as to prevent an unauthorized party from accessing club membership data or from using it fraudulently. The invention further contemplates a chain of retail outlets under the aegis of the club administrator for facilitating joining of consumer clubs and promoting those clubs that are affiliated with the club administrator.